

**Administration****Employee  
Responsibilities****Public Relations****POLICY:**

- .01 Employees must obtain approval from the Public Affairs Office before releasing any news items or official statements concerning the Laboratory or before releasing any Laboratory materials for commercial electronic or printed purposes.

**COMMUNICATIONS  
WITH THE PUBLIC:****News Interviews**

- .02 Before talking to reporters, magazine writers, etc., in any capacity as a Laboratory employee, an individual must notify the Public Affairs Office. Inadvertent direct replies to inquiries from news reporters must be avoided because the responder often will be cast as a "spokesperson" for the Laboratory.

**News Releases**

- .03 Pronouncements that might be considered official statements about the Laboratory's work and affairs must be reviewed and released by the Public Affairs Officer. This will ensure that both the Laboratory and the public interest are best served by the announcement and will permit equal treatment for all public information media. Such statements should be phrased in a factual and consistent manner and should give credit to the Laboratory, UC, DOE, or other organizations and individuals when necessary or appropriate.

**Materials for  
Commercial Purposes**

- .04 If materials are to be used for any commercial electronic or printed purposes—including photographic and written items—arrangements must be made with the Public Affairs Officer.

**Developments at the  
Laboratory**

- .05 Employees should keep the Public Affairs Office informed of Laboratory research and developments of public interest. Suggested areas of interest are experiments, new programs, major discoveries, and special awards to Laboratory personnel. The Assistant Director for Institutional Relations must be informed of all conferences and visits of public figures.

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**Public Relations**

**DISCIPLINE:** .06 Failure to comply with provisions regulating public relations may result in disciplinary action, up to and including termination.